

ORDER

Orders	Order / Rev:	722705				
	Alt Order #:	06377872				
	Product Desc:	RNC				
	Estimate:	3418				
	Flight Dates:	10/18/12 - 10/24/12				
	Original Date / Rev:	10/16/12 / 10/18/12				
	Order Type:	Political				
	Primary AE:	Joe Knauer				
	Sales Office:	T-WAS				
	Sales Region:	NAT				
Agency	Name:	National Media Research Planning/ PC				
	Buying Contact:					
	Billing Contact:					
	815 Slaters Lane					
	Alexandria, VA 22314					
	Billing Type:	Cash				
	Billing Calendar:	Broadcast				
	Billing Cycle:	EOM/EOC				
	Agency Commission:	15%				
Advertiser	Name:	Republican National Committee				
	Demographic:	A35+				
	Product Codes:	IS-Candidate/Presidential				
	Priority:	P-5				
	Revenue Codes:	AGY, GEN, POL				
	New Business Thru:					
	Order Separation:	00:15:00				
	Advertiser External ID:					
	Agency External ID:					

					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/24/12	51	\$131,775.00	\$112,008.75	October 2012	51	\$131,775.00	\$112,008.75	0.00
					Totals	51	\$131,775.00	\$112,008.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/19/12	10/19/12	Tonight Show	CM	1135p-1237a	-----F--	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
				Tonight Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----F--		1	\$2,500.00			0.00					
E 2	WKYC	10/19/12	10/19/12	M-F 4-5p	CM	4p-5p	-----F--	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
				Ellen Degeneres											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----F--		1	\$1,000.00			0.00					
E 3	WKYC	10/19/12	10/19/12	M-F 430a-5a	CM	430a-5a	-----F--	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00
				430a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----F--		1	\$375.00			0.00					
E 4	WKYC	10/19/12	10/19/12	M-F 5-6a	CM	5a-6a	-----F--	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
				Channel 3 News @ 5AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----F--		1	\$1,200.00			0.00					
E 5	WKYC	10/19/12	10/19/12	M-F 5-6p	CM	5p-6p	-----F--	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
				Dr. Phil											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----F--		1	\$2,000.00			0.00					
		DR. PHIL													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----F--		1	\$2,000.00			0.00					



WKYC

Order / Rev: 722705
Alt Order #: 06377872
Flight Dates: 10/18/12 - 10/24/12

Advertiser: Republican National Committee
Product Desc: RNC
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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 29	WKYC	10/18/12	10/18/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---T---		1	\$3,800.00			0.00					
E 30	WKYC	10/18/12	10/18/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	---T---	:30	1	\$2,300.00	P-5	0.00	NM	1	\$2,300.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---T---		1	\$2,300.00			0.00					
E 31	WKYC	10/18/12	10/18/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	2	\$2,500.00	P-5	0.00	NM	2	\$5,000.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---T---		2	\$2,500.00			0.00					
E 32	WKYC	10/23/12	10/23/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1	\$1,000.00			0.00					
E 33	WKYC	10/23/12	10/23/12	M-F 430a-5a 430a News	CM	430a-5a	-T-----	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1	\$375.00			0.00					
E 34	WKYC	10/23/12	10/23/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1	\$1,200.00			0.00					
E 35	WKYC	10/23/12	10/23/12	M-F 5-6p Dr. Phil	CM	5p-6p	-T-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1	\$2,000.00			0.00					
E 36	WKYC	10/23/12	10/23/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-T-----	:30	1	\$3,800.00	P-5	0.00	NM	1	\$7,600.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1	\$3,800.00			0.00					
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type															
1	NKYC	10/22/12-10/28/12	M-F 6-630p		6p-630p										
See MG 36.2 [NA/Oversold]															
2	NKYC	10/24/12-10/24/12	Wed Prime B		9-10p										
(M) MG for 13.1,36.1															
E 37	WKYC	10/23/12	10/23/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-T-----	:30	1	\$2,300.00	P-5	0.00	NM	1	\$2,300.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1	\$2,300.00			0.00					
E 38	WKYC	10/23/12	10/23/12	M-F 7-9a Today Today Show	CM	7a-9a	-T-----	:30	2	\$2,500.00	P-5	0.00	NM	2	\$5,000.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		2	\$2,500.00			0.00					
E 39	WKYC	10/24/12	10/24/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--W----	:30	1	\$3,700.00	P-5	0.00	NM	1	\$3,700.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----		1	\$3,700.00			0.00					

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 40	WKYC	10/24/12	10/24/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-- W---	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-- W---		1	\$1,000.00			0.00					
E 41	WKYC	10/24/12	10/24/12	M-F 430a-5a 430a News	CM	430a-5a	-- W---	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-- W---		1	\$375.00			0.00					
E 42	WKYC	10/24/12	10/24/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-- W---	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-- W---		1	\$1,200.00			0.00					
E 43	WKYC	10/24/12	10/24/12	M-F 5-6p Dr. Phil	CM	5p-6p	-- W---	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-- W---		1	\$2,000.00			0.00					
E 44	WKYC	10/24/12	10/24/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-- W---	:30	1	\$2,300.00	P-5	0.00	NM	1	\$2,300.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-- W---		1	\$2,300.00			0.00					
E 45	WKYC	10/24/12	10/24/12	M-F 7-9a Today Today Show	CM	7a-9a	-- W---	:30	2	\$2,500.00	P-5	0.00	NM	2	\$5,000.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-- W---		2	\$2,500.00			0.00					

Totals

51 \$131,775.00